

**STORAGE AND DELIVERY OF ELECTRONIC MEDIA CONTENT WITH
ADVERTISING**

ABSTRACT

5 A method and device for electronically providing electronic media content and
advertising content includes a media player and electronic media content from an electronic
media content provider. The media player is electronically provided with the electronic media
content via a first method of transmission. The media player is also electronically provided with
advertising content, from an advertising content provider, via a second method of transmission.
10 If necessary, the electronic media content is decrypted by the media player prior to the electronic
media content being provided to the user. The media player electronically determines when
advertising is to be played on the media player. Additionally, according to an embodiment, when
the media player is disconnected from the first method of transmission, and the media player
ceases to receive electronic media content via the first method of transmission, the media player
15 is electronically provided with advertising content via the second method of transmission.